

Myplant & Garden continues growing

Myplant & Garden, the leading international green industry trade fair in Italy, will return from February 19 to 21, 2025, at Fiera Milano Rho with an expanded and innovation-packed edition.



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As a key event for professionals in horticulture, landscaping, gardening, and sportsgrounds, the show will feature a larger exhibition space (55,000 sqm) and a reimagined trade fair “landscape”:

- Pavilion 20 will focus on outdoor sports, landscaping, materials, and motorized garden equipment, showcasing product previews, robotics, maintenance, design, and green construction.
- Pavilion 16 will host an extensive range of plants and accessories for indoor and outdoor spaces, technologies for production efficiency, and services for businesses.
- Pavilion 12 will be reorganized into two sections: one for green plants and potted plants and another for products for plant and soil care, emphasizing innovative and sustainable solutions.
- Pavilion 8, centered on floriculture and home decor, will host the “Décor District” and the Weddingflowers area, with events and workshops on floral decoration and sustainability in weddings.
- Garden Center New Trend will explore the latest trends in garden centers and gardening.
- The new edition of MyplanTech will spotlight cutting-edge sustainable solutions for the green industry.

2024 Achievements

The last edition of Myplant in February 2024 concluded with 762 exhibitors (+15% from 2023), 204 international buyer delegations (+27%), 50,000 sqm of fair space (+10%), 25,000 attendees (+8%) and 114 accredited international purchasing entities from 45 countries across 4 continents.